

ARCHIE
SERIES

AUG.

NO. 62



CLYDE DID-IT

HEY!
LIKE THIS
ISH IS
GROOVY!

12c

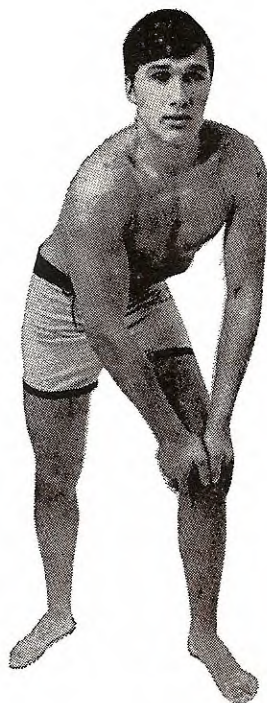
APPROVED
BY THE
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MAC

Mad House



Build Powerful Muscles In Only 6-Seconds A Day!

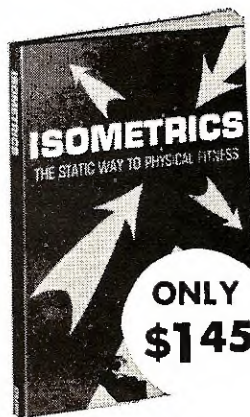
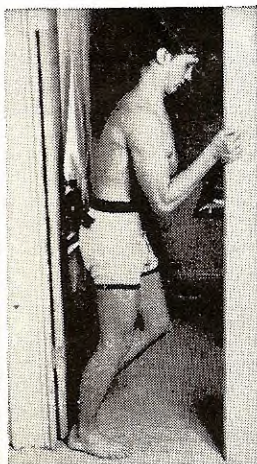
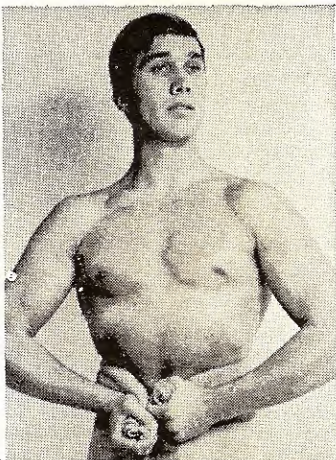


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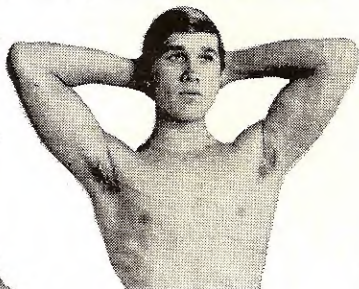
SUPERVISED BY EXPERTS

The series of exercises in Isometrics — The Static Way to Physical Fitness were prepared under the supervision of Victor F. Obeck, Professor of Physical Education and Director, Division of Athletics, New York University and Isadore Rossman, M.D., Medical Director, Department of Home Care and Extended Services, Montefiore Hospital, New York.



HOW-TO-PHOTOGRAPHS

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IN

... SOME PIZZA PIE CRUSTS
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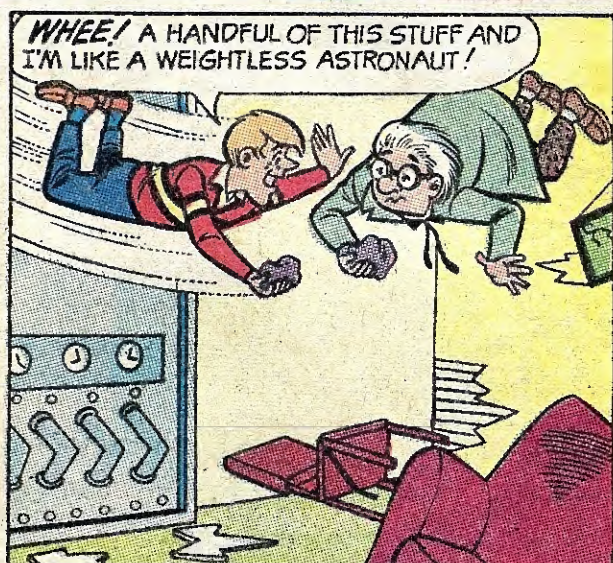
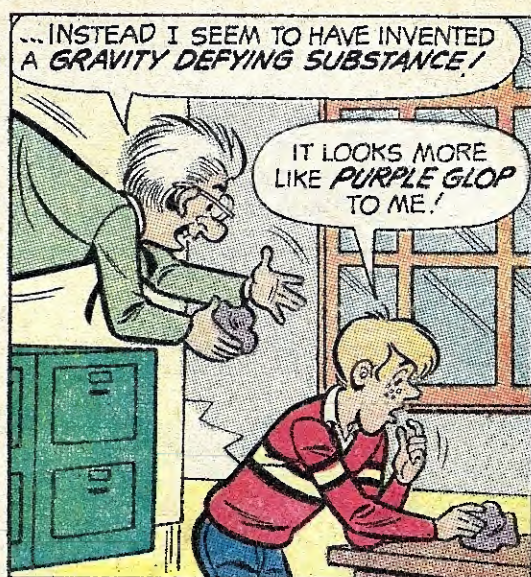
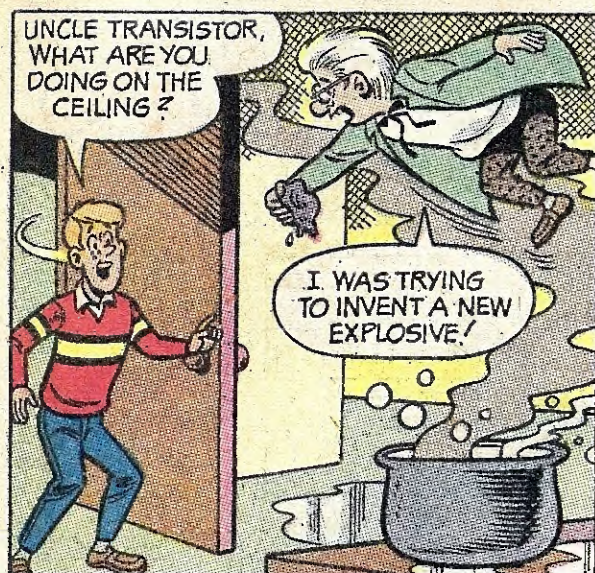


I HAVE A FEELING MY
EXPERIMENT IS GOING TO BE A
GREAT BOOMING SUCCESS!

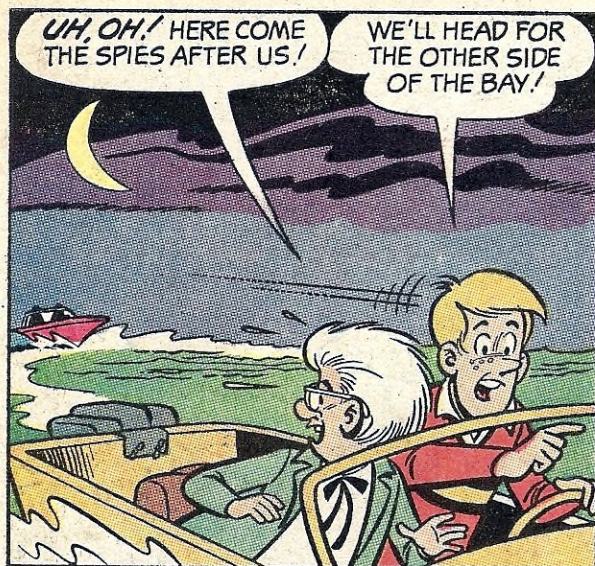


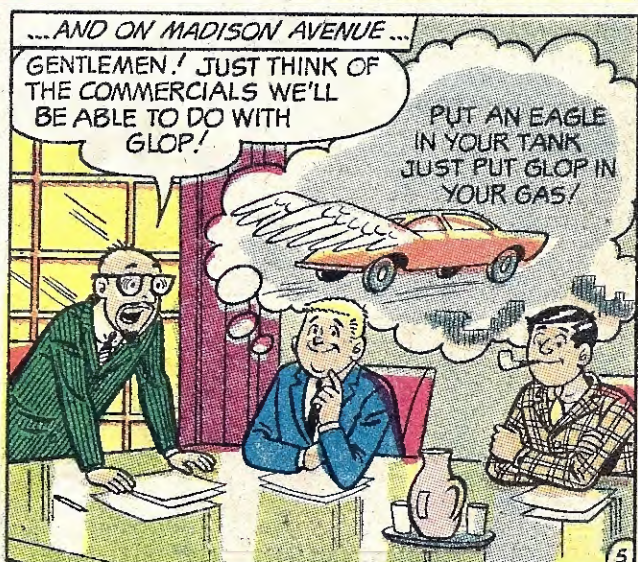
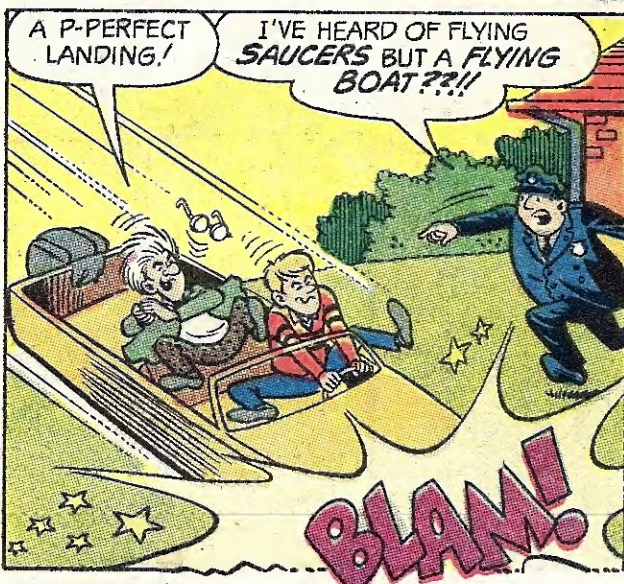
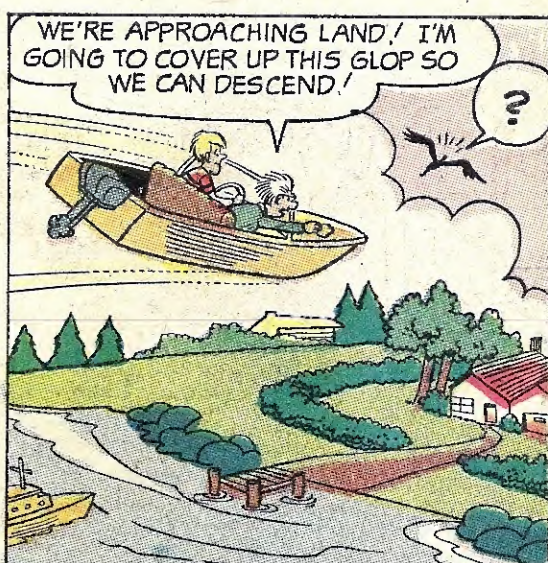
“GLOP”
“FLOP”

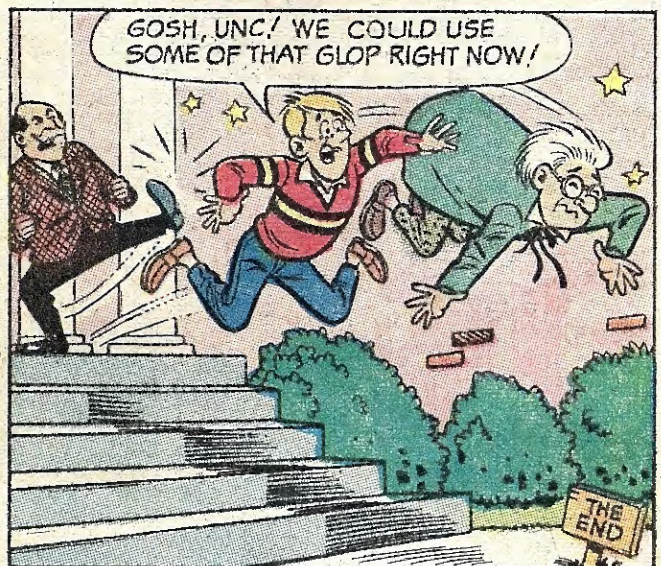
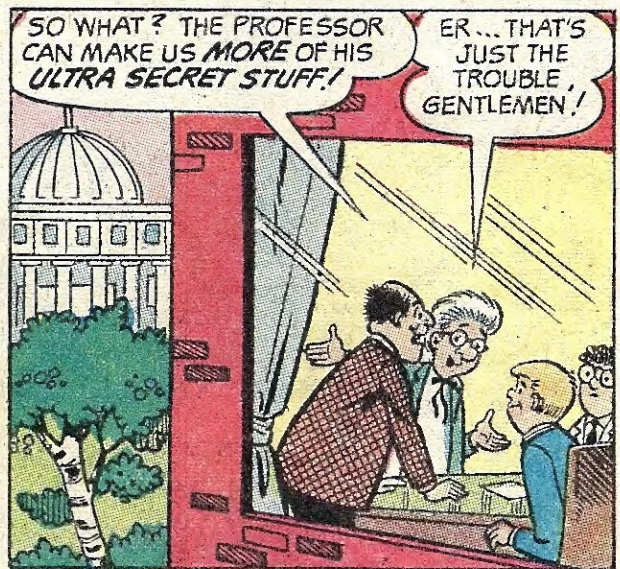
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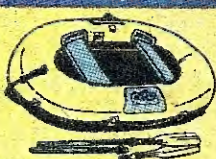
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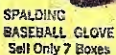
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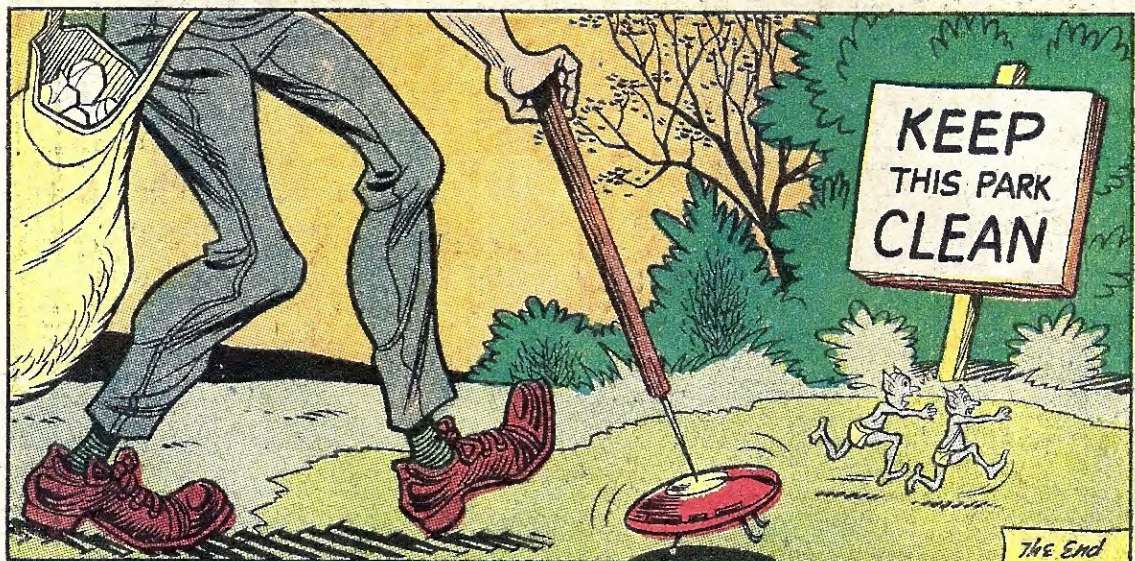
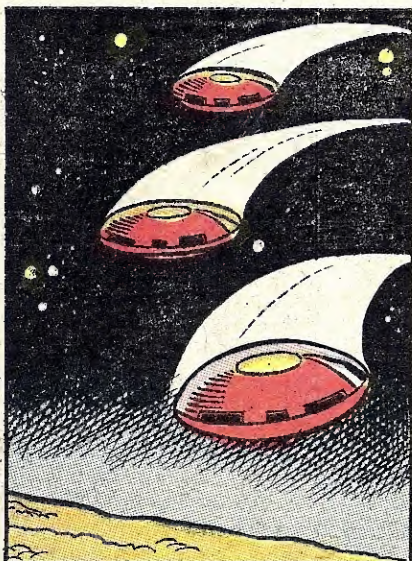
MY NAME _____
First, last & initial

ADDRESS _____

CITY _____

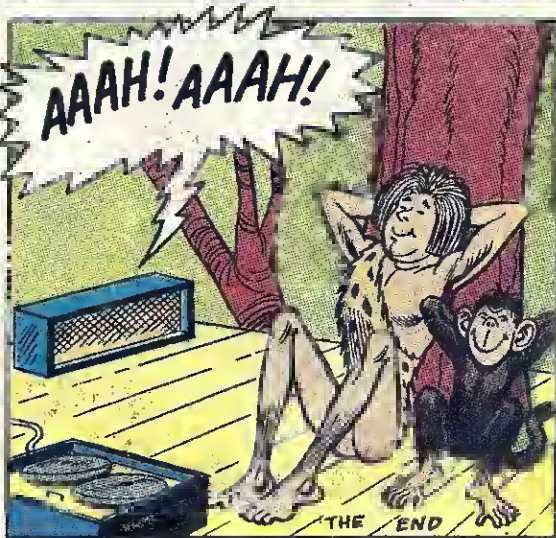
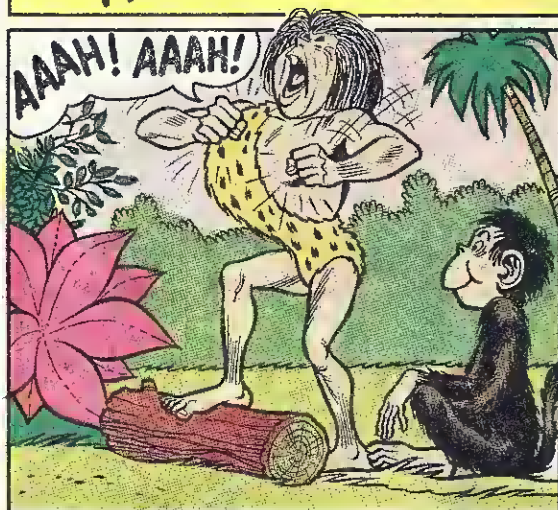
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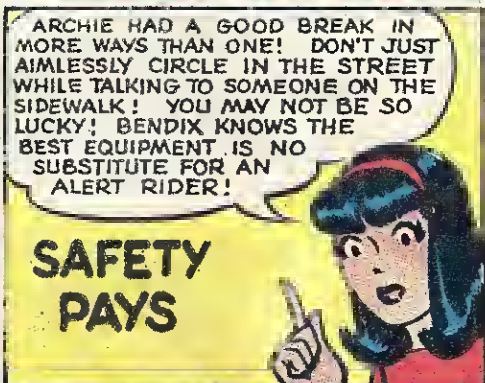
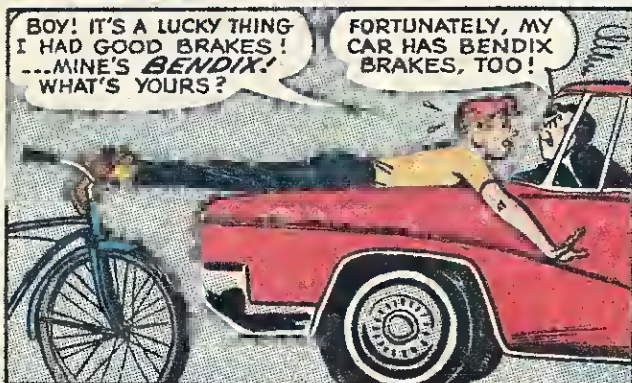
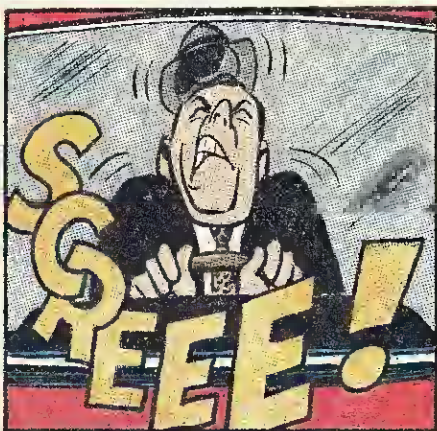
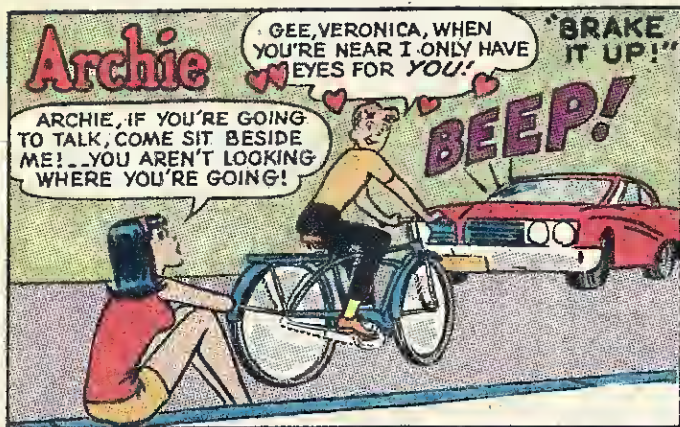
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PRESENTS
**FRIGHT
FIGHT**



MAD
HOUSE

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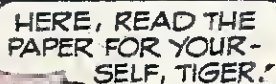
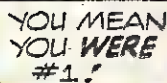


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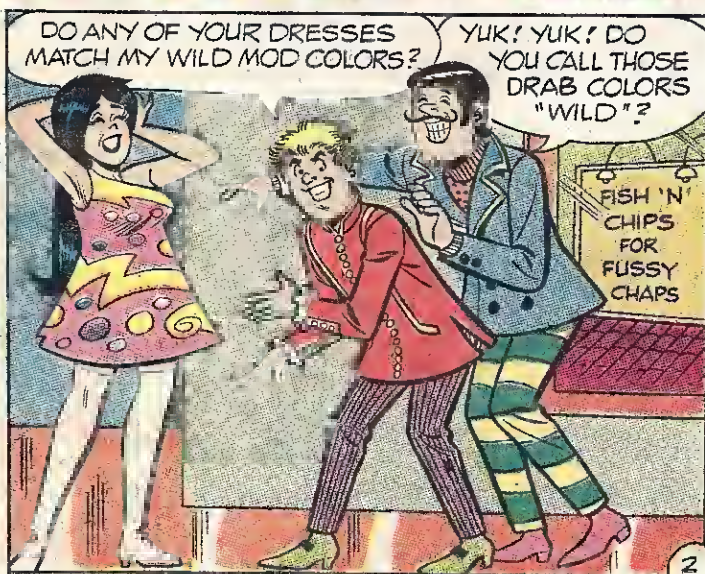
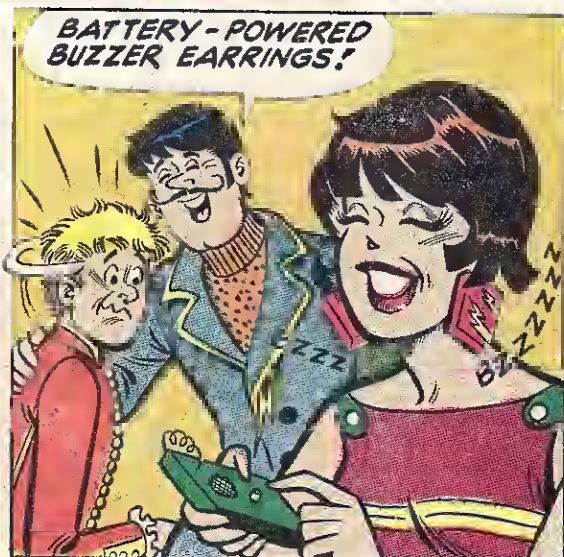
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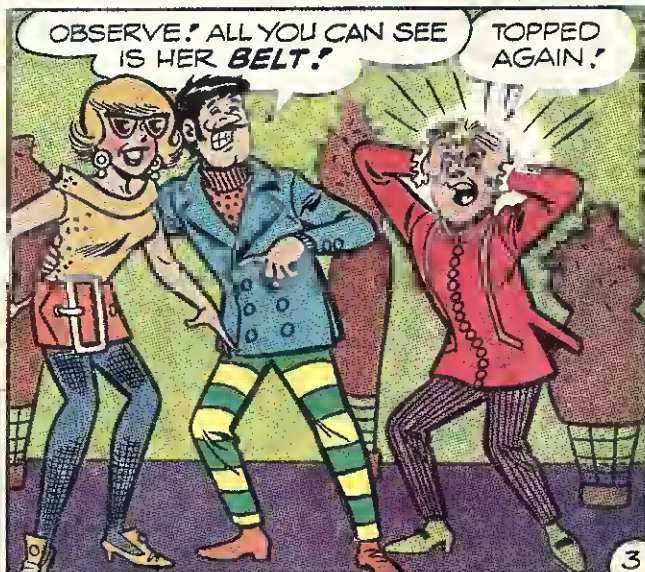
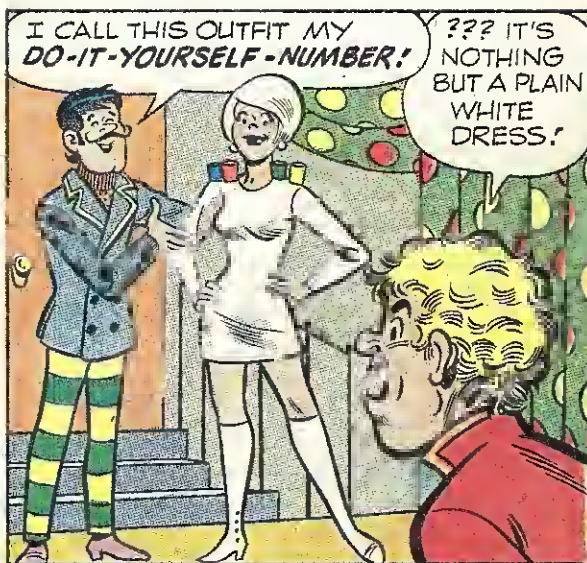
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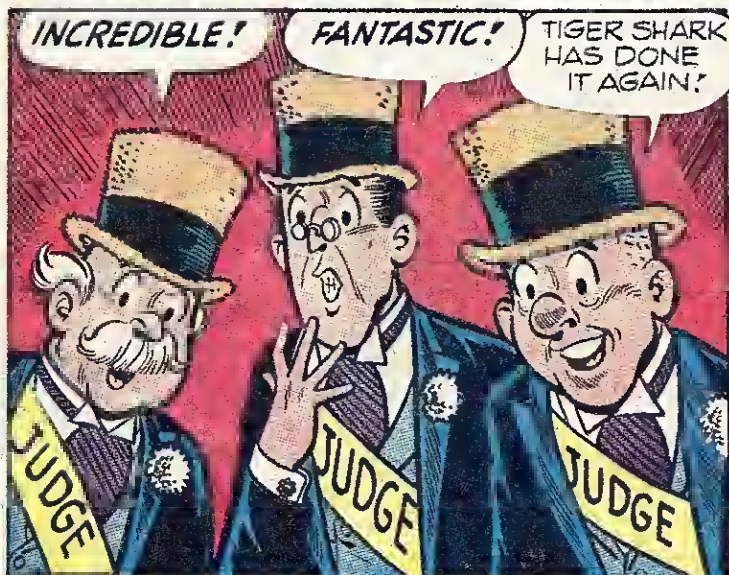
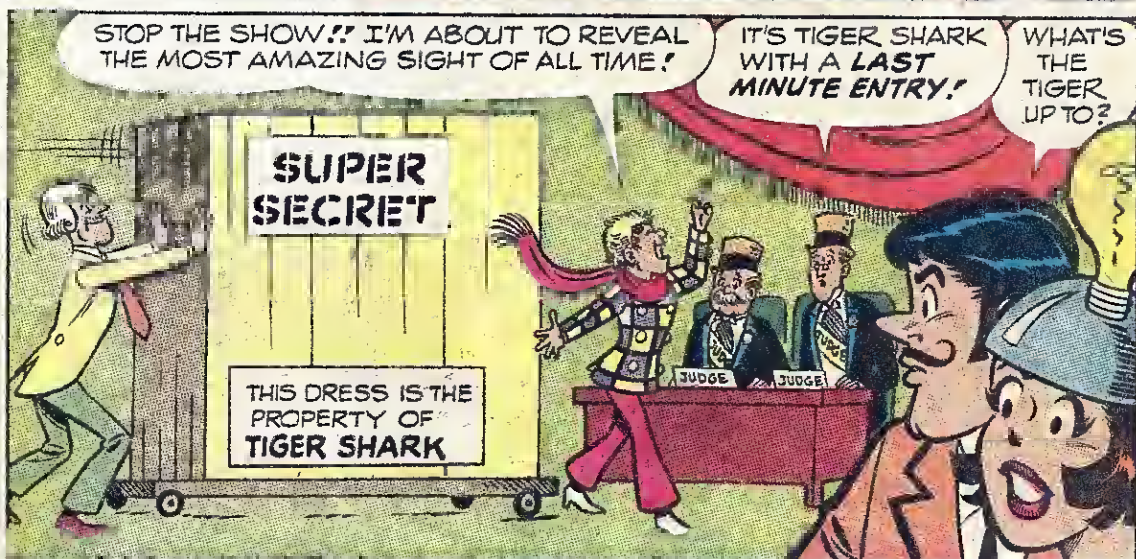
AMERICAN
DESIGNER
ARRIVES

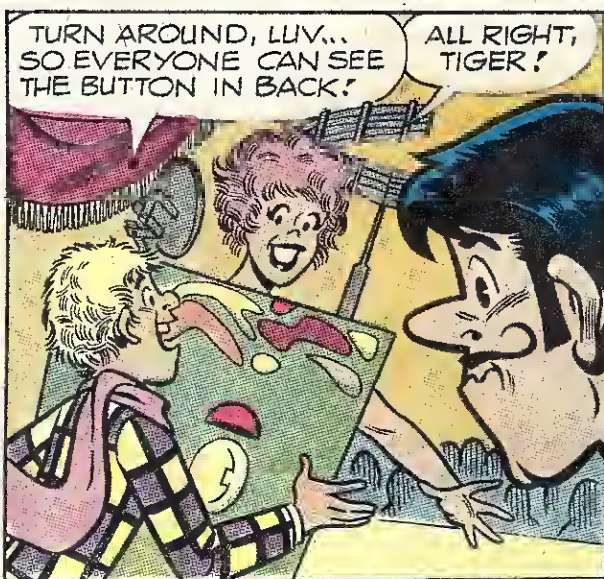
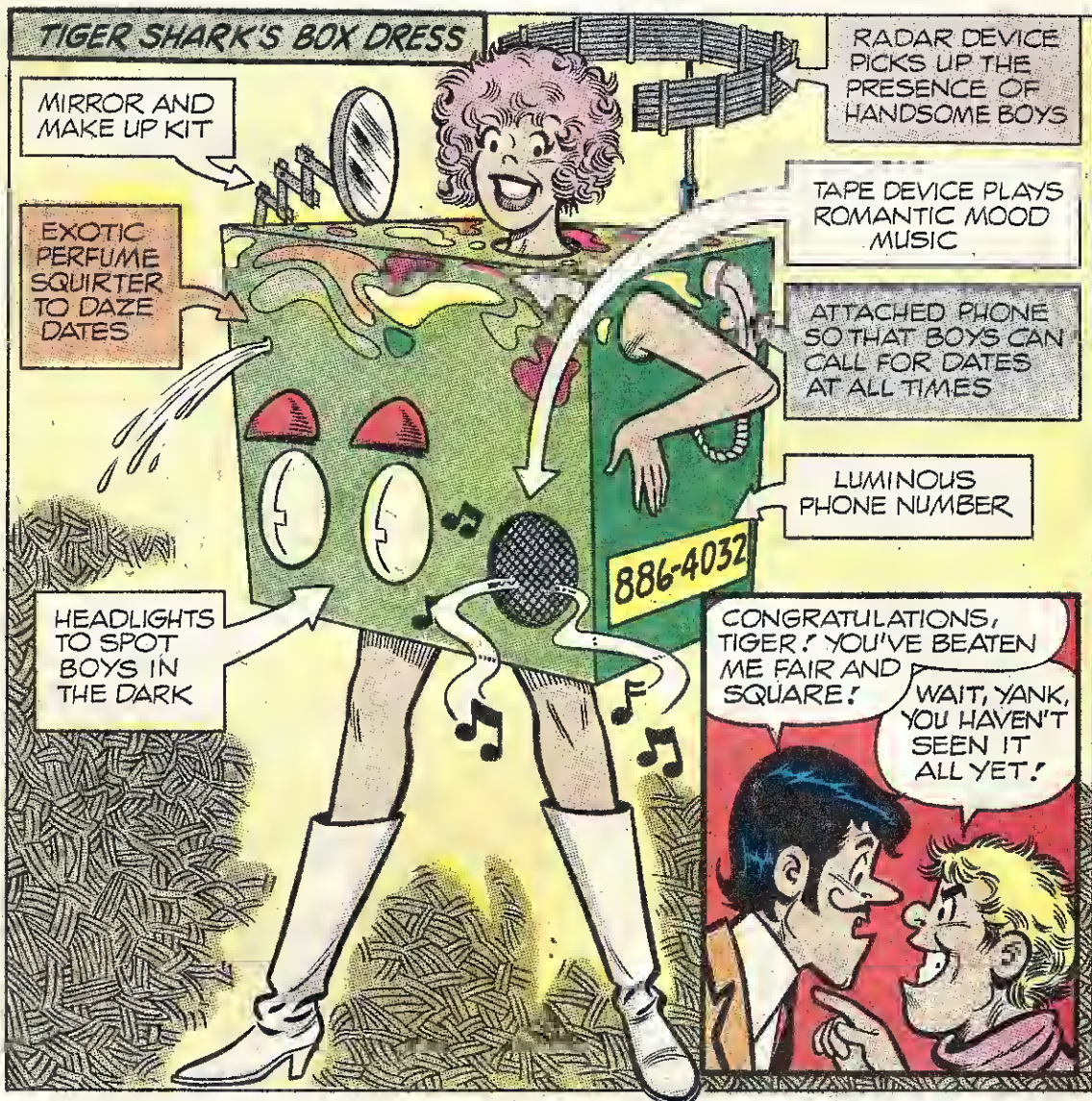
TO CHALLENGE
TIGER SHANN









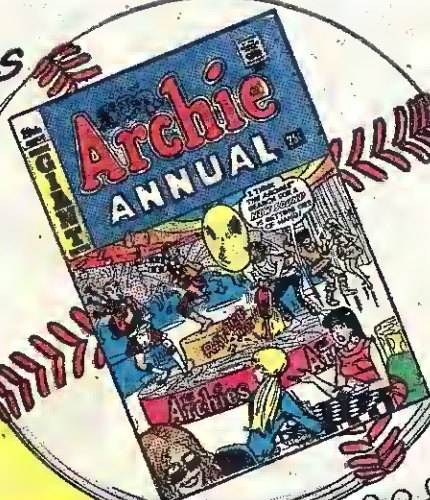


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WHO ARE THE FLYING SAUCER PEOPLE?

WHERE DO THEY COME FROM?

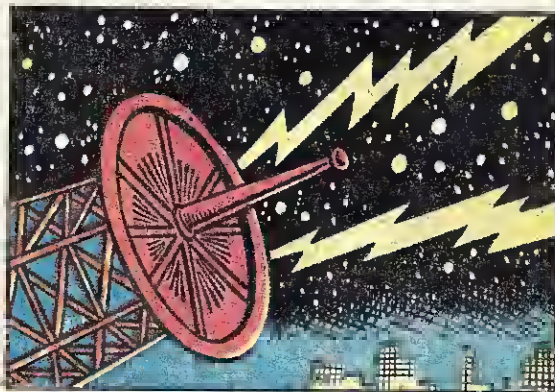
WHY DO THEY KEEP VISITING EARTH?

FOR THE FIRST TIME
ANYWHERE ... **MAD
HOUSE** GIVES YOU ALL
THE ANSWERS TO ...

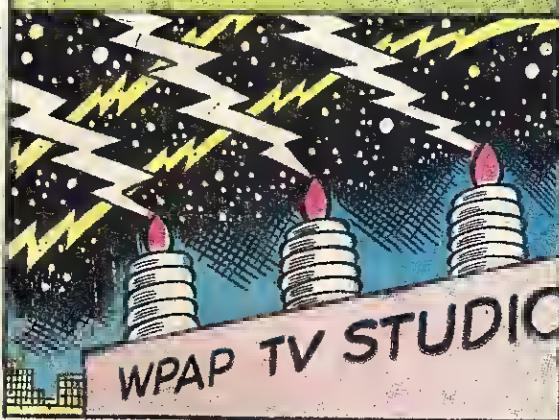
THE FLYING SAUCER MYSTERY

WARNING!! DO NOT TURN
THIS PAGE IF YOU HAVE A WEAK
HEART OR A WEAK STOMACH!
TURN THIS PAGE ONLY IF YOU
HAVE A WEAK HEAD!

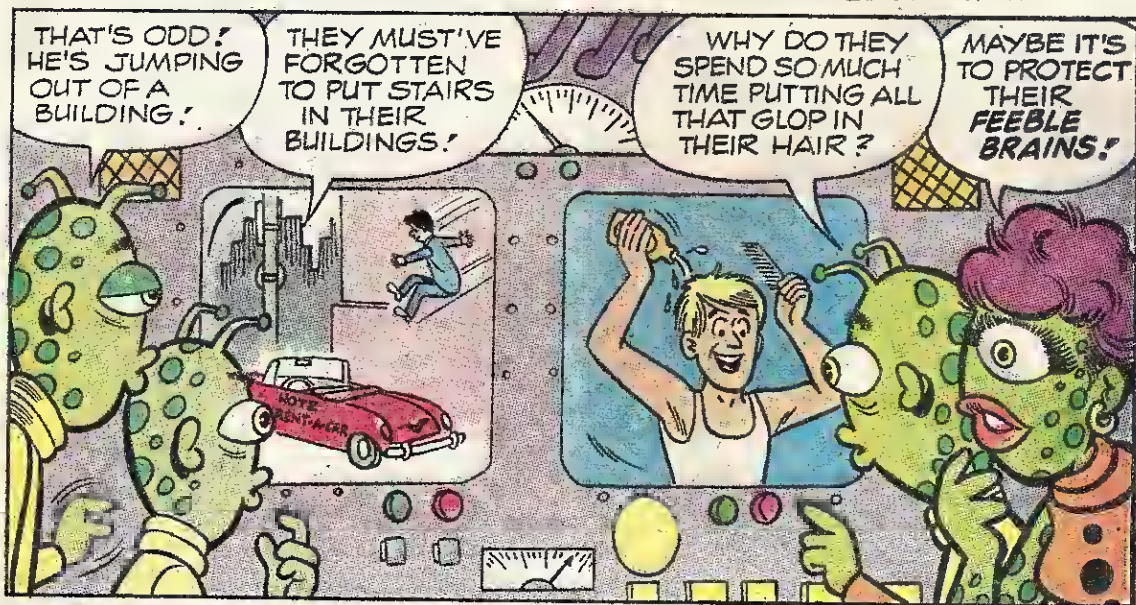
IT ALL STARTED SEVERAL YEARS AGO WHEN OUR SCIENTISTS TRIED TO COMMUNICATE WITH OTHER PLANETS BY SENDING OUT **RADIO SIGNALS**...



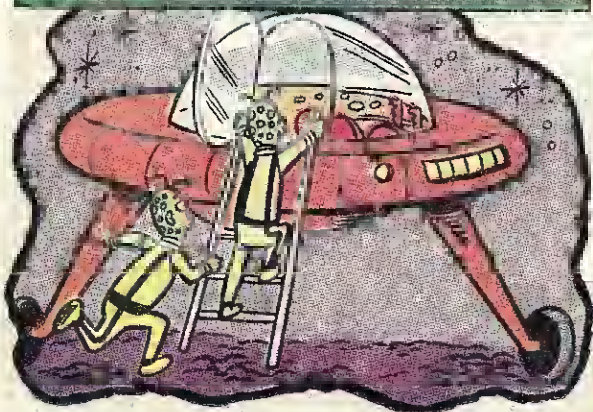
UNFORTUNATELY, THESE RADIO SIGNALS GOT GARBLED UP WITH SIGNALS FROM TV COMMERCIALS...



ZILLIONS OF MILES AWAY, ALIEN BEINGS PICKED UP THESE DISTORTED SIGNALS AND IMAGINED TO BE A TRUE PICTURE OF EARTH...

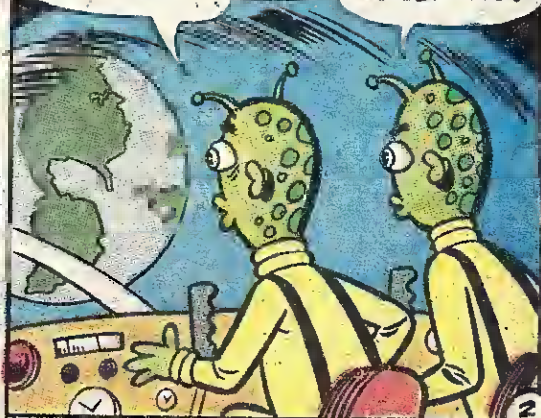


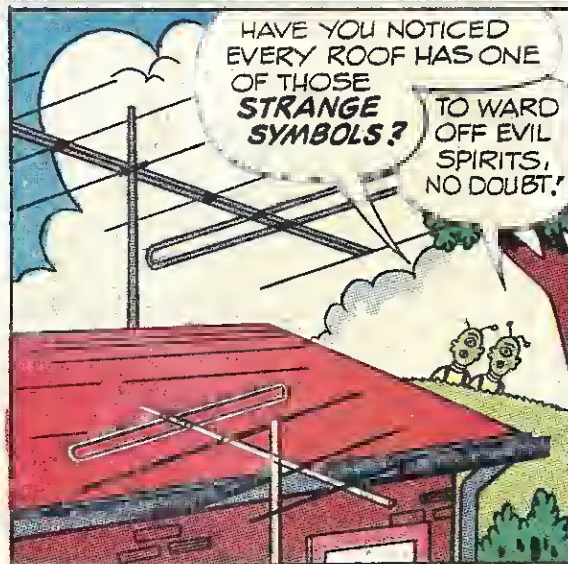
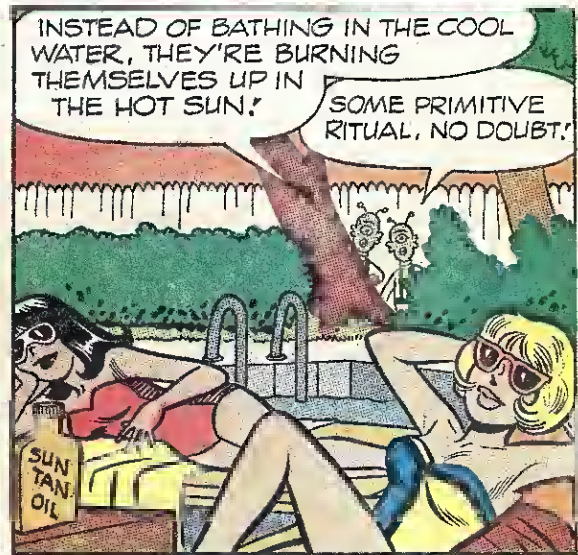
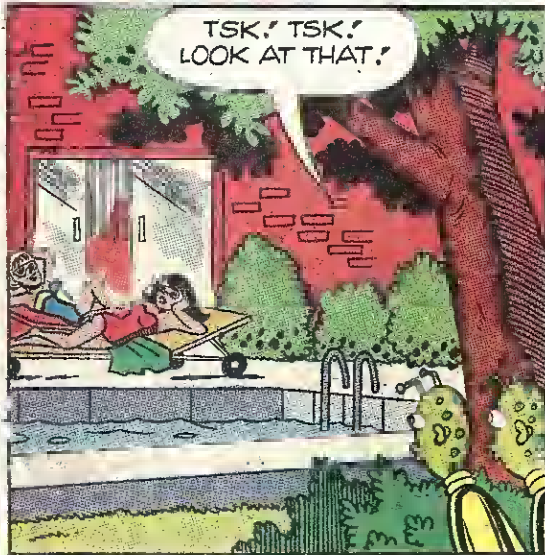
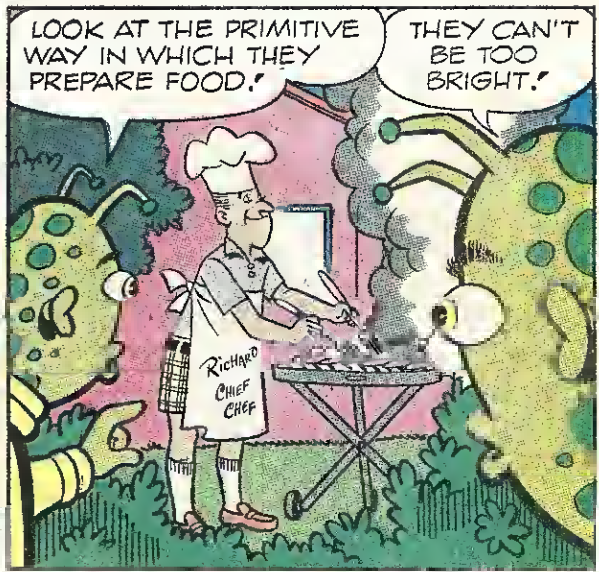
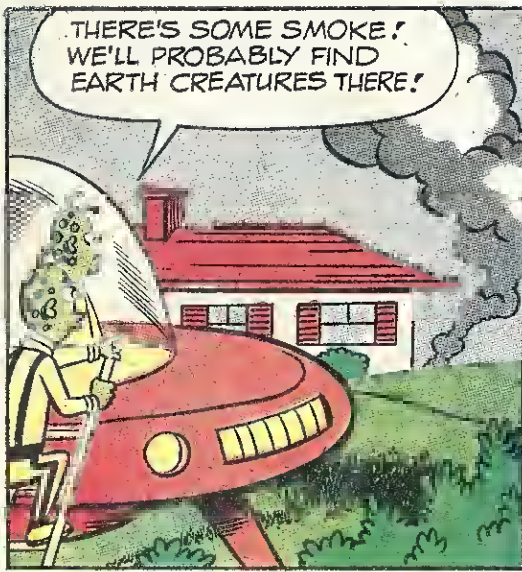
A FLYING SAUCER WAS IMMEDIATELY DISPATCHED TO EXAMINE THIS STRANGE PLANET EARTH...



FROM HERE IT LOOKS LIKE ANY OTHER PLANET.

LOOKS CAN BE DECEIVING!



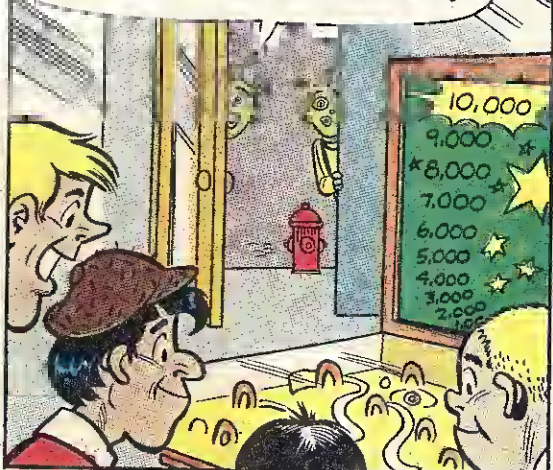


THERE SEEMS TO BE A GREAT DEAL OF **ACTIVITY** HERE!

LET'S SEE WHAT IT IS!



THEY'RE ALL INTERESTED IN SOME SORT OF **COMPUTER**!



IT DOES NOTHING BUT **FLASH LIGHTS AND RING BELLS!**

YUK! YUK! HOW **— RIDICULOUS!**



AND THOSE CREATURES OVER THERE! THEY'VE LOST ALL CONTROL OF THEMSELVES!



LET'S GET OFF THIS PLANET! I'VE SEEN ENOUGH!

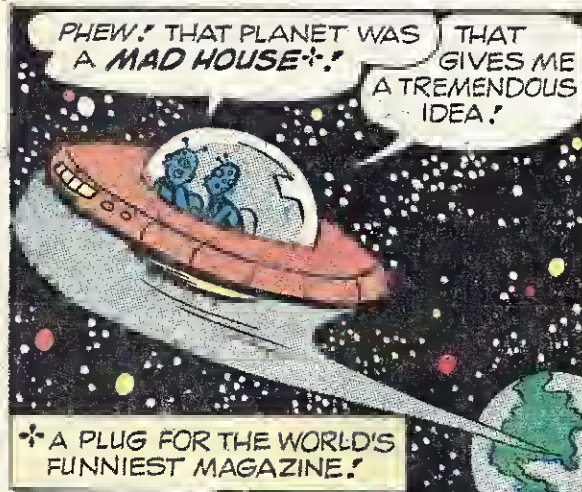
ME, TOO!



LOOK, DAD! A FLYING SAUCER!

IT'S ONLY YOUR IMAGINATION, SON!





PHEW! THAT PLANET WAS A MAD HOUSE! THAT GIVES ME A TREMENDOUS IDEA!

A PLUG FOR THE WORLD'S FUNNIEST MAGAZINE!

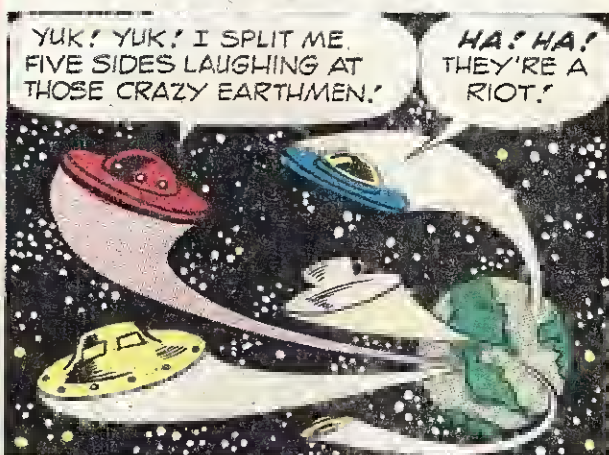


WE CAN OPEN UP A SPACE TRAVEL AGENCY AND MAKE A FORTUNE! I DON'T FOLLOW YOU! HOW?

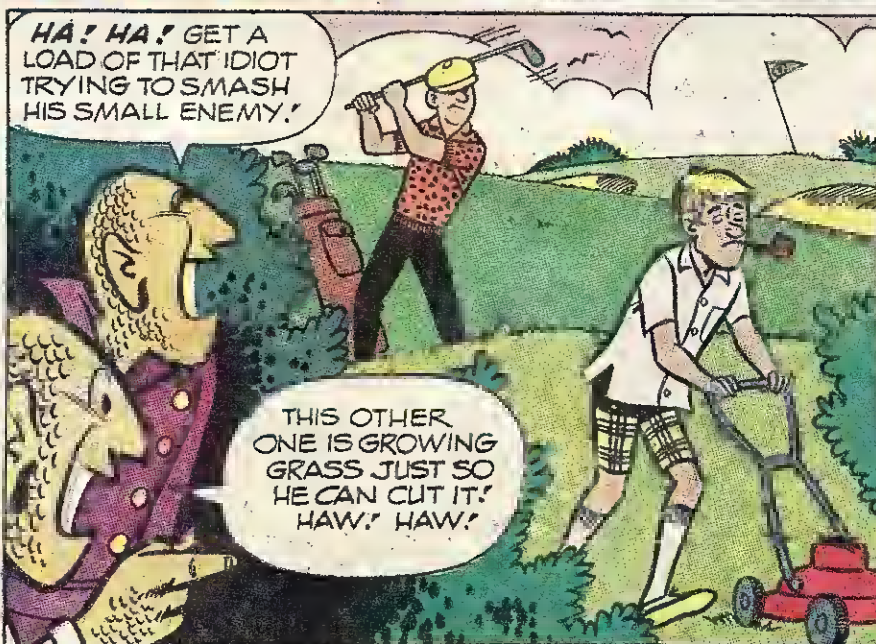


THIS IS HOW! HMMM!

AND SHORTLY THEREAFTER, BEINGS FROM EVERY PLANET IN THE GALAXY CAME TO EARTH TO GET THEIR JOLLIES...



YUK! YUK! I SPLIT ME FIVE SIDES LAUGHING AT THOSE CRAZY EARTHMEN! HA! HA! THEY'RE A RIOT!



HA! HA! GET A LOAD OF THAT IDIOT TRYING TO SMASH HIS SMALL ENEMY!

THIS OTHER ONE IS GROWING GRASS JUST SO HE CAN CUT IT! HAW! HAW!

AND THAT, DEAR READERS, IS WHY SO MANY FLYING SAUCERS COME TO EARTH. WE'RE THE LAFF SENSATIONS OF THE UNIVERSE!

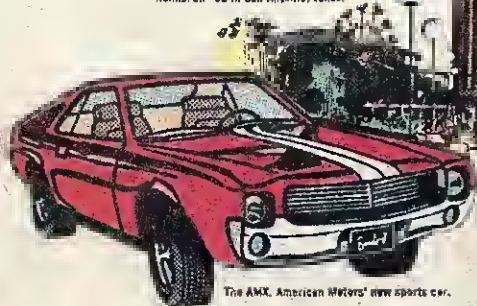
THE END

Enter the Popsicle All-American Contest

Win both a car and a trip for 2 to Texas. 3 Grand Prizes. 17 First Prizes. 5,000 other prizes. Enter today.



HemisFair '68 in San Antonio, Texas.



The AMX, American Motors' new sports car.

3 Grand Prize winners. Each will win an American Motors AMX and a week for 2 in San Antonio via American Airlines. (Visiting HemisFair '68, the exciting new Texas world's fair; staying at the fabulous Whispering Winds Dude Ranch.) 17 First Prize winners win the same trip: a week, all expenses, for child and 1 parent. 5,000 other prizes: 2,500 AMX model kits; 2,500 American Airlines beach/flight bags.



Whispering Winds Dude Ranch.

It's easy to enter. Here's all you do.

1. Cut out Official Entry Blank along dotted lines. 2. Cut out 3 red "SICLE" balls from any store or super market bag, wrapper or package of "Popsicle," "Fudgsicle," "Creamsicle" or "50-50" frozen stick confection—or draw reasonable facsimiles thereof. 3. Paste the "SICLE" balls on entry blank.

4. Now—fill in the entry blank. Identify the three famous flags at right. (See list below flags.) Then design your own original flag in up to four colors—either in the fourth space or on a separate sheet of paper. Tell us what your flag represents: a group, service, country or state. Design away. Have fun.

5. Now—print your name, age and complete address in the space provided. Give name and address of your "POPSICLE" dealer and the brand of ice cream he sells. 6. Mail the completed entry or facsimile to "POPSICLE," P.O. Box 123, New York, N.Y. 10046. Send as many entries as you like. Entries must be postmarked no later than mid-night August 3, 1968, and received no later than August 9, 1968.

7. Entries will be judged by an independent judging company for accuracy, skill, originality and neatness. In case of tie, duplicate prizes will be awarded. Judges' decision will be final.

Anyone may enter except employees of Joe Lowe Company and affiliated companies, their advertising and judging agencies or the families of such employees.

This contest is limited to the U.S. and Possessions, and is void and not extended to any State or locality where participation in and conducting thereof are prohibited, taxed, or restricted by law.

All entries become the property of Joe Lowe Company—which reserves the right to substitute or change prizes if unforeseen conditions arise. Failure to accept prizes as offered will result in a forfeiture; no substitutions can be allowed.

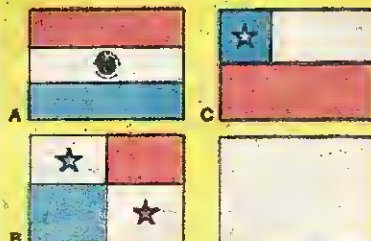
Winners will be notified by mail. Send stamped, self-addressed envelope if you wish a list of winners. Additional Entry Blanks available at your "POPSICLE" dealer, or write: "POPSICLE," All-American Contest, P.O. Box 160, Englewood, New Jersey 07631.



Buy them one at a time...or buy them by the box at your Supermarket.

"Popsicle," "Fudgsicle," "Creamsicle," "Dreamsicle," "50-50" and "Sicle" are registered trade marks of its Joe Lowe Company, Englewood, N. J. 07631

Official Entry Blank



Design your own flag.

Identify these flags; and design your own.

The flags above are the official flags of 3 of these 6 countries: Chile, Peru, Colombia, Brazil, Paraguay, Panama. Which ones?

A _____ B _____
C _____ MY FLAG IS _____

PASTE 3 RED "SICLE" BALLS HERE.

When your entry is complete, mail to:
"POPSICLE" All-American Contest
P. O. Box 123, New York, New York 10046.

Name _____ Age _____
Address _____
City _____ State _____ Zip _____
My dealer's name is _____
His address _____
His brand of ice cream _____

MAD
HOUSE
PRESENTS
"CIRCLE
SAGA"

HOME BASE TO
SAUCER X-B!

HAVE YOU ANYTHING
TO REPORT ABOUT
EARTH?

YES, WE'VE BEEN
WATCHING EARTH
AUTOMOBILES FOR
SEVERAL HOURS!

... AND THEY DO SOMETHING
VERY PECULIAR!

WHAT?

THEY KEEP GOING AROUND
IN CIRCLES!

The
End

ZAPPY THE HIPPIY in "THE BIG GIG"

ZAPPY, YOU'RE WASTING YOUR
TIME **WRITING ON WALLS**
AND **SIDEWALKS!**

SUPPORT
GOOD
GRAMMAR
KING
KONG
IS ALIVE
AND IN
NEW JERSEY!

YOU'LL NEVER AMOUNT
TO ANYTHING UNLESS
YOU **THINK BIG!**

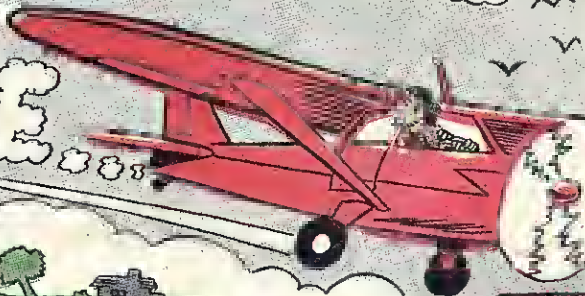
DOWN
WITH

YOU KNOW SOMETHING -
DAISEY IS RIGHT!

SAY MAN! HOW MUCH BREAD
TO RENT OUT YOUR PLANE?

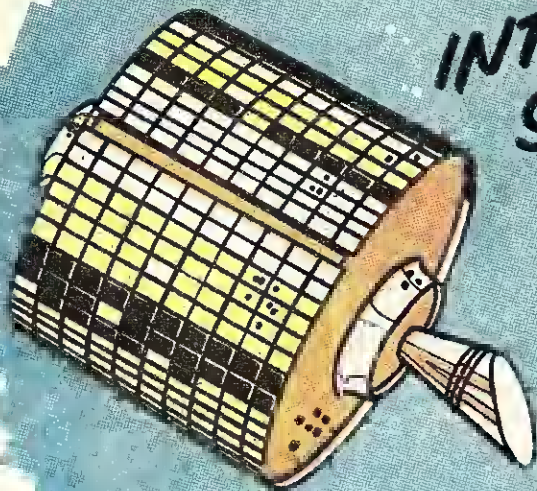
?

IGNORE THIS MESSAGE



The End

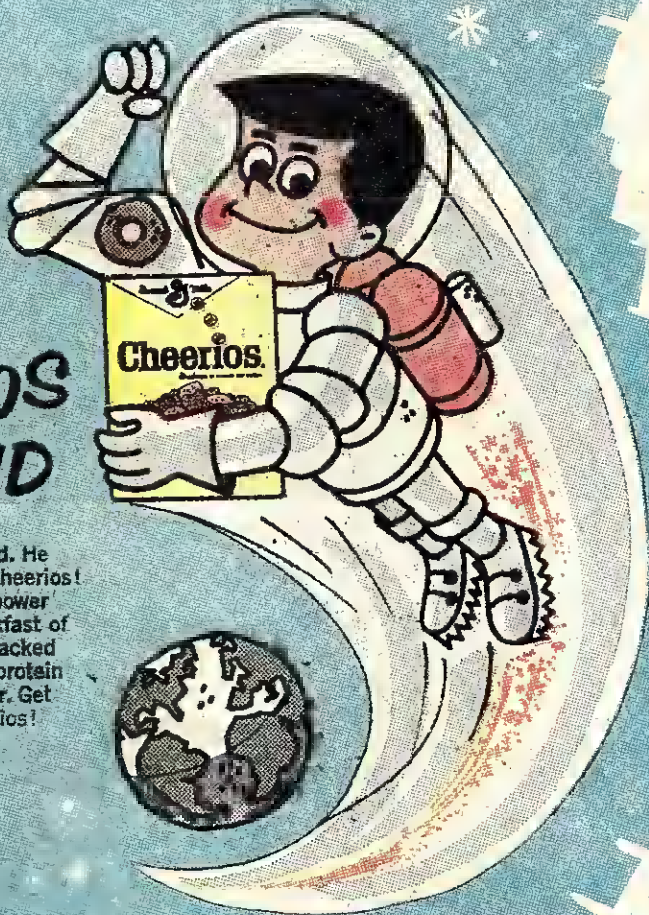
INTELSAT III SATELLITE



Like the Early Birds, these satellites will hang thousands of miles above the earth. They will be sent up in 1968. Each one can bounce 1200 telephone calls — and four television channels — from one side of the earth to the other all at the same time. They rotate with the earth and always remain above the same spot on the earth. They get their energy from solar energy cells.

CHEERIOS KID

This is the Cheerios Kid. He gets *his* energy from Cheerios! Like you he needs go-power every day. And a breakfast of Cheerios with milk is packed with muscle-building protein and energy for go-power. Get yourself Go. Get Cheerios!



ARTISTS RAN IN ROD'S FAMILY. THEY HAD TO... THEY WERE SUCH TERRIBLE ARTISTS. MAD HOUSE INTRODUCES YOU TO THE ZANIEST OF HIPPY ARTISTS...

ROD & THE MOD

I FIND NOT TAKING A BATH HELPS US HIPPY ARTISTS TO DRAW!

TO DRAW WHAT?

FLIES!

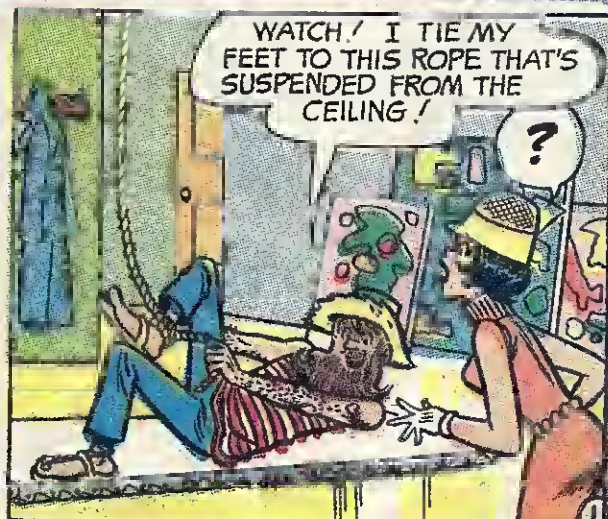


GOSH! YOU REALLY GET SOME WEIRD EFFECTS!

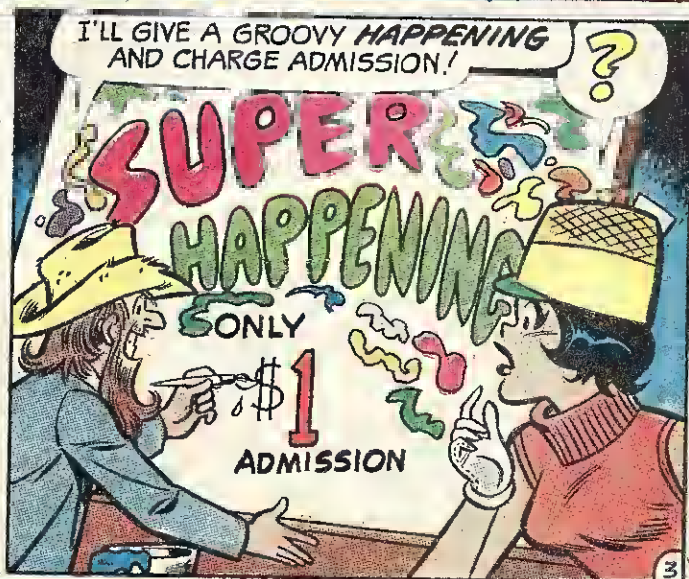
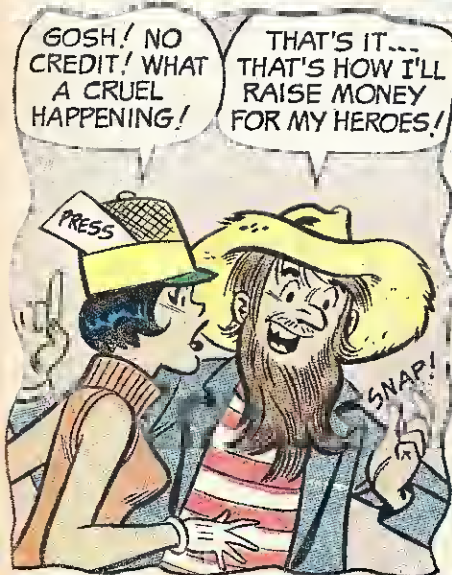
WOULD YOU LIKE TO KNOW THE **SECRET** BEHIND MY WEIRD EFFECTS?



WATCH! I TIE MY FEET TO THIS ROPE THAT'S SUSPENDED FROM THE CEILING!







YOUR DOLLAR ENTITLES YOU TO DIP
YOUR FEET IN PAINT AND TO RUN RIOT
OVER THIS CANVAS!



WHAT A JOLLY
HAPPENING!!

WHEE!



I COLLECTED
\$ 50!

ENOUGH TO
PAY YOUR HERO
BILL!



AND I'LL GIVE YOU \$ 50,000
FOR THIS FANTASTIC
POP PAINTING!

ROD! YOU'RE
RICH!



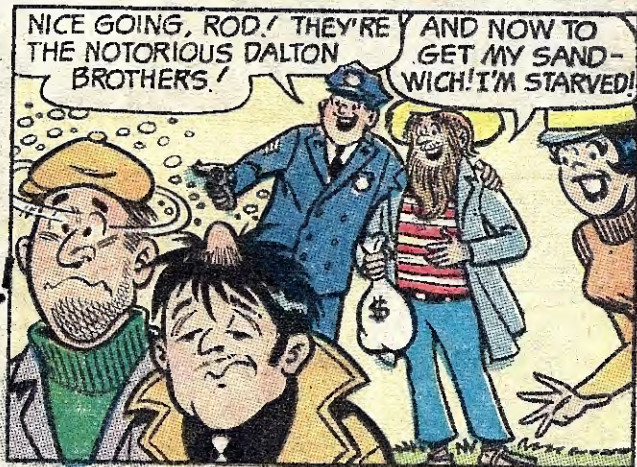
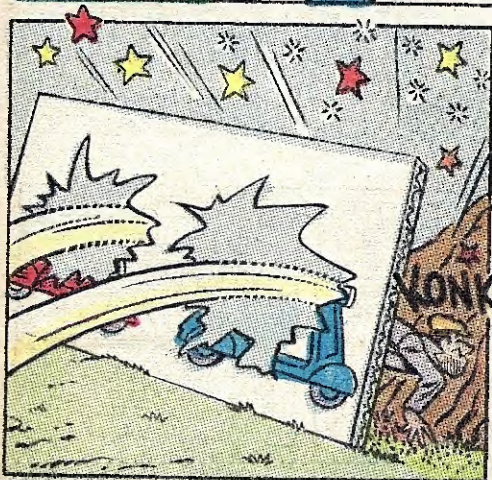
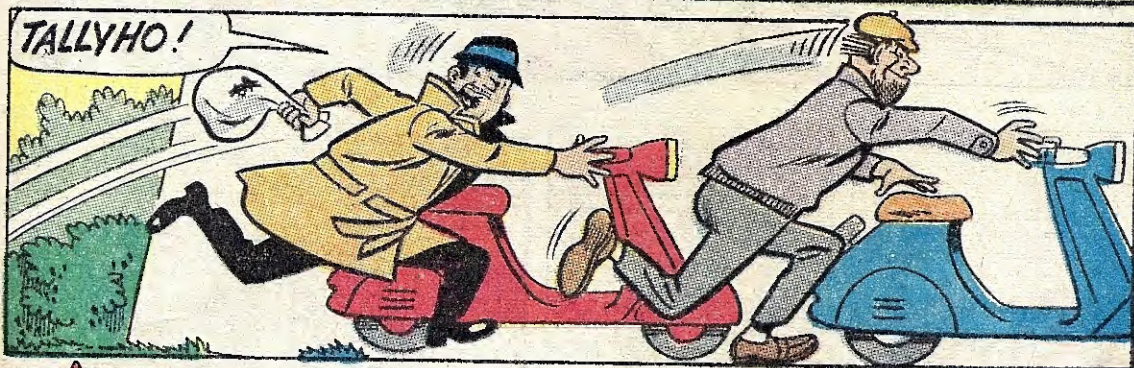
ZOWEE! THIS IS ENOUGH
TO KEEP ME IN HERO'S
FOR A LIFETIME!



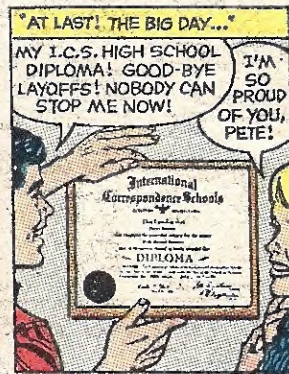
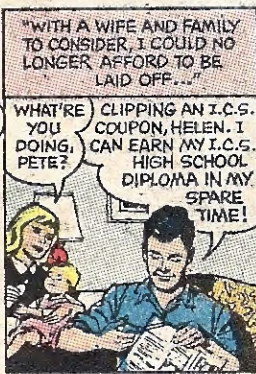
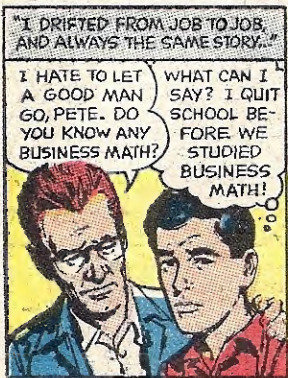
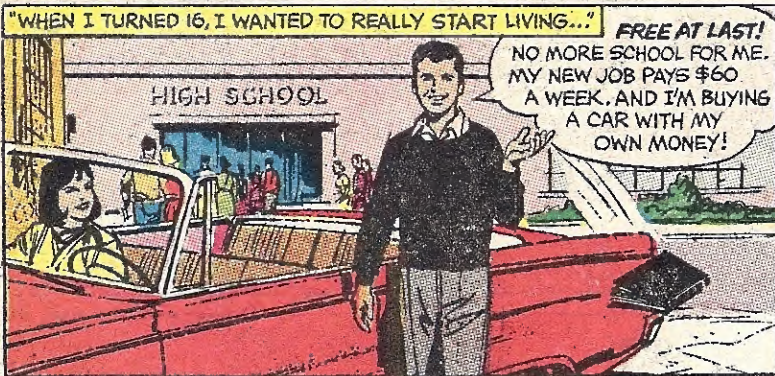
THAT'S WHAT
YOU THINK!

HAND OVER THAT
MONEY, BUSTER!





PETE DUNCAN—"DROPOUT"



MY NEXT STEP IS TO TAKE SOME I.C.S. COLLEGE-LEVEL ENGINEERING COURSES—THE SKY'S THE LIMIT!

CLIP COUPON HERE—I.C.S., Scranton, Penna. 18515, Accredited Member, N.H.S.C.

INTERNATIONAL CORRESPONDENCE SCHOOLS ICS

DEPT. D7253F, SCRANTON, PENNA. 18515 (In Hawaii, P. O. Box 418, Honolulu, In Canada: I.C.S. Canadian, Ltd. In other countries: I.C.S. World, Ltd.)

Rush me FREE High School completion kit: "HOW TO SUCCEED," the high school opportunity booklet about the field I have indicated below, and a sample I.C.S. lesson. (Special booklets for women. Convenient payment plan.)

- | | |
|---|--|
| <input type="checkbox"/> High School Business | <input type="checkbox"/> High School General |
| <input type="checkbox"/> High School College Prep (Arts) | <input type="checkbox"/> High School Math |
| <input type="checkbox"/> High School Prep (Engineering & Science) | <input type="checkbox"/> High School Secretarial |
| <input type="checkbox"/> Send me Success Kit on I.C.S. courses in other fields. | <input type="checkbox"/> High School Vocational |

Name _____ Age _____

Address _____ (Indicate Mr., Miss, Mrs.)

City _____ State _____ Zip Code _____

Occupation _____ Employed by _____ Working Hours _____ A.M. to _____ P.M.

Low rates to members of U.S. Armed Forces Special training programs for industry

Pete Duncan is fictional. His story is a composite from the files of I.C.S.

Win \$1,000.00 College Scholarship or OTHER GRAND PRIZE AWARDS

... And Get The PRIZES YOU WANT AT NO COST!

... Or BIG CASH PROFITS

It's Easy to Sell Beautiful
J.S.C.A. Greeting Cards!



2nd Prize



GE Porta-Color TV

3rd Prize



Cabin Tent

Plus 5



Polaroid
Swinger Cameras



5 TRANSISTOR
WALKIE-TALKIES
Sell Only 2 Orders



ELECTRIC
CHORO ORGAN
Sell Only 3 Orders



7 x 35 BINOCULAR
Sell Only 1 Order



DELUXE LIGHTWEIGHT BICYCLE
(WITH 3 SPEED CLICK SHIFT)
(BOYS OR GIRLS MODEL)
Sell Only 6 Orders



LOLA 1:32 SCALE
READY-TO-RACE SLOT CAR
Sell Only 1 Order



CORSAIR GAS
POWERED PLANE
Sell Only 1 Order



12 TRANSISTOR
PORTABLE RADIO OUTFIT
Sell Only 1 Order



SENIOR
ENGINEER MOTORIZED
ERECTOR SET
Sell Only 2 Orders



TYCO HO TRAIN WITH
POWER PACK
Sell Only 3 Orders



PORTABLE
HAIR DRYER
Sell Only 1 Order



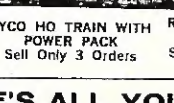
DELUXE TENT
Sell Only 2 Orders



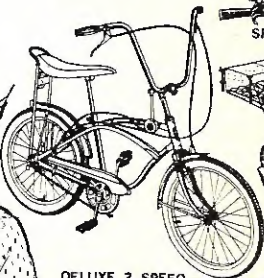
INSTANT LOAF FLASH
CAMERA OUTFIT
Sell Only 1 Order



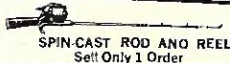
PORTABLE
ELECTRIC MIXER
Sell Only 1 Order



REMOTE CONTROL
PLANE
Sell Only 4 Orders



DELUXE 3 SPEED
HI-RISER BIKE
(WITH CLICK STICK SHIFT)
(BOYS OR GIRLS MODEL)
Sell Only 6 Orders



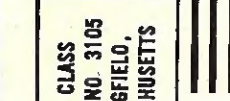
SPIN-CAST ROD AND REEL
Sell Only 1 Order



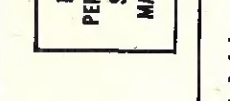
CAOT
SLEEPING BAG
Sell Only 1 Order



BOYS OR GIRLS
WRIST WATCH
Sell Only 1 Order



40X TELESCOPE
Sell Only 1 Order



FOLK GUITAR
Sell Only 1 Order



STUDENT CHEMISTRY
LABORATORY
Sell Only 1 Order



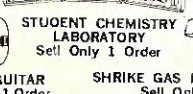
SHRIKE GAS POWERED RACER
Sell Only 1 Order



DAISY GOLDEN EAGLE
AIR RIFLE
Sell Only 1 Order



DAYTONA ROAD
RACING SET
Sell Only 2 Orders



600 POWER
ILLUMINATED
MICROSCOPE
Sell Only 1 Order



600 POWER
ILLUMINATED
MICROSCOPE
Sell Only 1 Order



SHRIKE GAS POWERED RACER
Sell Only 1 Order

FIRST CLASS
PERMIT NO. 3105
SPRINGFIELD,
MASSACHUSETTS

BUSINESS REPLY MAIL
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Postage Will Be Paid by

Junior Sales Club of America

Dept. 68AC-6 SPRINGFIELD, MASSACHUSETTS 01101

HERE'S ALL YOU DO!

Earn these valuable prizes and many more shown in our Big Prize Catalog — become a member of Junior Sales Club. It's easy and loads of fun. Here's all you do! Mail coupon and we'll send you your Free Membership Card, Free Prize Catalog, complete selling instructions, Grand Prize Awards information and first order of 11 boxes of lovely All Occasion Cards or sensational new Christmas Cards. (If the prize you want requires more than one order of 11 boxes, start off with one order.) Cards are sent on credit because we trust you! YOU DO NOT PAY IN ADVANCE. Each box contains 21 beautiful cards of finest quality for the low price of \$1.50. That's about 7¢ a card! Relatives, neighbors, friends — everyone will want one or more boxes. That's why many members have earned a prize in only a few hours. IF YOU WISH, YOU MAY KEEP AS YOUR PRIZE 55¢ FOR EACH BOX YOU SELL. You have 30 days to sell your cards. Then promptly return prepaid by Parcel Post any boxes you can't sell, keeping 55¢ for each box you do sell. That's all there is to it! Get the prize you want the fast, easy J.S.C.A. way. Full details on \$1,000.00 College Scholarship and other Grand Prize Awards will be sent with your first order. Act Now!

MAIL YOUR POSTAGE-PAID REPLY CARD NOW!

Junior Sales Club of America
SPRINGFIELD, MASSACHUSETTS 01101

JOIN
the ORIGINAL
J.S.C.A.
And Be Eligible
To Win College
Scholarship
... Or Other
Grand Prizes!

FILL IN COUPON · REPLY CARD · CUT & MAIL TODAY · NO STAMP NEEDED

DON'T CUT! DO FOLD & SEAL (Paste, Staple or Scotch Tape)

Send me my first order of 11 Greeting Card Boxes to sell as checked below — and complete facts on how to win Grand Prize Awards.

Check one only: ☐ Christmas ☐ All Occasion Cards

Name _____

Address _____ Apt. No. _____

City _____ State _____ Zip _____

Parent's Signature _____

CHECK CARDS
DESIRED

DO YOU NEED EXTRA MONEY?

NEW! FROSTED FANTASY CHRISTMAS ASSORTMENT
21 really deluxe cards
Excitingly different



It costs you nothing to try

\$100.00 IS YOURS



NEW! PET SET
ALL OCCASION ASSORTMENT
10 delightful animals reproduced as giant size cards, suitable for framing

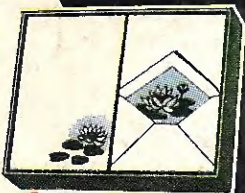


NEW! DELUXE CHRISTMAS GIFT WRAPPING ASSORTMENT
18 gay, colorful large sheets. Terrific

for selling only 100 boxes of our new Frosted Fantasy Christmas Card assortment. You make \$1.00 for selling 1 box, \$2.00 for 2 boxes, \$10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives whenever in your spare time. Everyone needs and buys Christmas Cards.

Cut out entire Business Reply Coupon below—mail it today

—and free samples of personalized Christmas Cards and stationery —plus other leading boxes will be sent you immediately on approval. No experience necessary.



NEW! REFLECTIONS STATIONERY ENSEMBLE
Lovely water lily design on rich vellum sheets with matching envelopes



FREE SAMPLES
PERSONALIZED CHRISTMAS CARDS, STATIONERY AND CATALOG OF OUR ENTIRE LINE

IT COSTS YOU NOTHING TO TRY

Last year some folks made only \$25 to \$50 while others made \$150—\$250—\$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.

FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW
No Stamp Necessary

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW, FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY - No Stamp Necessary
Cut Along Dotted Line

No Postage Stamp Necessary if Mailed in the United States

BUSINESS REPLY MAIL

First Class Permit No. 589, White Plains, New York

CHEERFUL CARD COMPANY

20 Bank Street
White Plains, New York 10606

Dept. T-10

DO NOT CUT HERE JUST FOLD OVER, SEAL AND MAIL THIS ENVELOPE—NO STAMP NECESSARY
CHEERFUL CARD COMPANY, Dept. T-10
White Plains, New York 10606

YES, RUSH MY CHRISTMAS CARD SAMPLE KIT

I want to make extra money. Please rush me free samples of personalized Christmas cards and stationery. Also send leading boxes an approval for 30 day free trial, and everything I need to start making money the day my sales kit arrives. As a Cheerful Dealer I will also be privileged to receive additional Free money-making literature, catalogs, special offers and seasonal samples an approval as they become available.

Fill in your name and address below — No stamp necessary

Name _____ PLEASE PRINT
Address _____
City _____ State _____ Zip Code _____
Apt. No. _____

If writing for an organization, give its name here

THIS ENTIRE FOLD-OVER COUPON FORMS A NO-POSTAGE-REQUIRED BUSINESS REPLY ENVELOPE

Postage Will be Paid by Addressee